LMI ADVISORY GROUP Thursday, July 17, 2008 Meeting Minutes

Advisory Group Attendees:

Nelson Anthoine NHA Consulting

Joe Darin California Community College System

Patricia de Cos California Research Bureau

John Dunn CDE – ROP/WD Naomi Hamamoto EDD – Public Affairs

Laura Harris Riverside County Workforce Development/CEC

Richard Holden Bureau of Labor Statistics

Sandy Iwatsuru Workforce Services Branch-Deputy Director Office

Neil Kelly CDE-Adult Education

Lori Kurosaka CA Labor & Workforce Development Agency
Joyce Lee Workforce Services Branch-Data Analysis Unit

Dennis Reid Bureau of Labor Statistics

Christina Rogers CalCRN-California Resource Network
Beverly Odom California Workforce Investment Board

Frank Wen Southern California Association of Governments

Stacy Wilson CPEC

Ralph Zackheim US DOL – ETA

LMID Staff:

Laurie Achtelik Donna Bahls Dave Dahlberg Graybill Bonnie Janet Peters Esther Ruiz Steve Saxton Jennifer Stefanick Marilyn Smith Fran Styron Wong Spencer

Recorders: Sally Ly, Scott Slotterbeck and Mindy Takechi

Housekeeping: Bonnie Graybill

Welcome - Bonnie Graybill

Introductions were made around the room. Spencer Wong was introduced as the new LMID Deputy Division Chief for Fed/State Cooperative Programs. Some changes to the original agenda schedule were noted.

Review of April 10, 2008 Minutes

Minutes were accepted as final with no changes or alterations.

LMI Division and Budget Update—Steve Saxton

- **LMI programs** that are funded by BLS will likely receive an increase in the 2009 budget.
- CES is in the process of changing how current employment is estimated with the objective of more closely aligning the State CES estimate with the BLS national current employment estimate.
- MLS is seeking to understand the business reasons when firms undergo large layoffs of employees.
- LAUS is undergoing a revision to smooth out the data model in how month to month employment figures are calculated. Currently the data model produces dramatic swings in the employment figures which may not be an accurate depiction of actual trends.
- Occupational Research Unit staff is producing information about local labor markets in recognition of Labor Day (Sept. 1, 2008). They have identified California's "hot jobs" with large overall employment, relatively high wages, and steady growth, linked to current job listings on CalJobs to reflect "today's jobs and tomorrow's opportunities".
- **The LMI website** has recently been updated to an improved format that is part of the Department-wide (and Statewide) effort to simplify and streamline the government websites. Additionally, it was mentioned that BLS www.bls.gov will unveil an updated website on Monday 7/21/08.
- Future LMI Areas of Interest and Discussion
 - Cost Sharing to expand the possibilities and formalizing a plan to receive reimbursement for LMI work for other public and private agencies.
 - "Green Research" is a new field that needs more structured definitions on green jobs, the economy, and corresponding legislation. Bonnie and staff will cover this topic in a separate agenda item later in the meeting.
 - Working with Department of Veterans Affairs and SPB to assist the military in re-entering the civilian workforce.
 - Working with Department of Consumer Affairs to help supply pipeline of information for Healthcare workers and assess potential barriers to their entry into the workforce.
 - Research partnership with the Conference Board, and planned meeting in August

Dept of Education/Adult Ed Literacy Pilot- Neil Kelly

Adult education- Pilot study and partnership between local adult education schools and One Stop Career Centers in 7 sites, to assist in the assessment of basic literacy of One Stop clients, and redirection to the adult schools when literacy training is needed. Using the Department of Labor sponsored CASAS software, a 45-60 minute assessment test. Training for software will be provided to One-stop staff.

Neil described information about CASAS: Basic skills component. California has free access to CASAS so this is a good avenue to take.

Beverly: What skills are tested for?

Neil: Workforce readiness and literacy

Patricia: How were sites picked?

Neil: Existing relationships, certain sites that had existing relationships with schools, community colleges, some volunteered, some were asked.

Patricia: Has One-stop been referring to adult education?

Neil: Not as often as in the past, before WIA enacted. Not sure why.

Community colleges have been working with Adult Education, better in some areas and not in other areas.

Nelson: suggests that the Workforce registration form needs to be updated to include adult education.

Neil: Test scores will be on-line, for ease of referral back to the One-stop. Initial referral to program will be tracked and used for evaluation tool- and assessment tool testing. One stop will refer to adult school and then test score will be sent to appropriate One-stop.

Ralph: The areas being targeted include which areas?

Neil: Contracting out for data collection and management. There are seven sites (Eureka, Sutter, Mt. Diablo, Sacramento, Madera, Burbank/Verdugo and El Cajon). Met with EDD and State Board and we've been involved in training local staff, processing questionnaires, and so on.

Bonnie: Is the skills assessment on the computer? Are there people in the One-stops to assist people who have no computer skills?

Neil: Perhaps the One-stops have staff to assist in doing this.

Laura: I worked in a One-stop, and there isn't always a person to help even start using a computer. This may be a problem?

Bonnie: CASAS assessment takes how long? 35-40 minutes?

Neil: If not more. It depends somewhat on educational achievement. High school diploma is used as a proxy for literacy. This isn't always indicative of the true educational status of the person.

Laura: Especially in older clients, the high school diploma may not be an accurate educational assessment by itself. That may have been before standardized testing.

Neil: Open entry, open exit is the rule in adult education now. A person can start a class at any time. This makes it much more flexible for the student, although it may be harder on the instructor.

Patricia: Nature of training isn't always with a teacher-lead class; some are 'at your own pace.'

Neil: Focus of all adult education is job-based orientation; we need to give job skills to the students at every level.

Nelson: Other issues to be addressed include child care and transportation needs.

Bonnie: Important that we offer basic skills in adult education.

Neil: The various assessment tests would weed out people who have basic skills needs, and put them in the appropriate adult school classes. We don't want to send these people out to employers when they don't have the minimum skills. This has been a problem beforehand. Adult education can then interact with community colleges once these basic deficiencies have been rectified, if the clients have additional skill development needs.

Bonnie: Why don't we open up the meeting for some other discussions, since we have a little time before lunch?

Patricia: We are working on a legislatively-mandated research program to assess availability of career resources and information at the middle school and high school.

Our survey has a 67% response rate. We are doing analysis at the present time. First phase was surveying counselors, principals by school types and by region.

Second phase is occupational analysis--Using LMID and Economic Strategy Panel industry of strategic response by economic region. Identified largest and fastest growing industries and occupations by area. We are also looking at industry clusters.

Have also surveyed industry /organizations, asking have they interacted or partnered with schools?

Identified industries and occupations and salaries. Used feedback from employers to identify emerging trends.

Conducted focus groups of teachers, counselors, school principals, now analyzing these data, Focus group participants included three middle schools, rest of them are high schools.

In the end, will complete a policy analysis report and conduct a series of regional policy forums.

Break for lunch

<u>Overview of GIS Projects and Goals:</u> - Donna Bahls, Marilyn Smith and Jennifer Stefanick (In place of Peter Cooper's presentation, "California Federation of Labor Layoff Aversion Tool Kit.")

Donna Bahls, Marilyn Smith and Jennifer Stefanick, from LMID's CES Group/GIS Team, presented information and new developments relating to their work with Geographic Information Systems (GIS).

The group used examples from their current projects to illustrate the many capabilities of GIS technology.

Projects discussed include:

- Developing sophisticated interactive maps that provide many types of demographic data at varying levels of geography.
- Tracking the California wildfires to assess their potential economic impact.
- Using GIS to understand data and to analyze economic activities across the State of California.

Marilyn gave an overview of a project she is doing now for a private research and consulting firm in Los Angeles. The company is advising the Los Angeles city government in regards to the performance of the Los Angeles City Council Districts. They requested employment and wage data by the Los Angeles City Council Districts. Marilyn explained the process for extracting this data using geographic tools in our GIS software, calculating the totals by industry sector and screening for confidentiality.

Jennifer presented the map she created and uses on a daily basis to track the wildfires that have burned in California from June to July 2008. Jennifer educated the audience about how GIS was being used to monitor the California wildfires and shared statistics on how the fires have affected employers, employment and wages thus far this fire season.

Donna concluded her team's presentation by demonstrating an interactive map with Census data that she developed to help the Workforce Services managers understand the makeup of their customer base in the communities surrounding their offices. She showed the complexities of symbolizing the data for a statewide map and some possible solutions for users in the interactive map. Donna gave an example of this by using an interactive map to show where veterans live in Los Angeles County. She answered questions from the audience about the capabilities of GIS, along with the challenges.

Donna and her team's goals include hands on training for their interactive map users as well as producing training compact discs that contain videos, and helpful information to get the users started working with the maps.

Christina: GIS is a curriculum that students are using. Students could use a simplified version of GIS and the interactive maps to determine the economic impact on the workforce.

Donna: Interactive maps can also show One-Stop Career Centers, major roads, political districts and other features.

Richard: Praised Donna for her contribution to an article they co-wrote about the economic effects of the Hayward earthquake which received the Bureau of Labor Statistics Lawrence R. Klein award.

Update on Green Research: - Bonnie Graybill

Handouts: (1) Green Web page overview; (2) California's Definition of Green; and (3) Sample Digest of Green Reports, California Labor Market Info.

Bonnie announced that LMID has created a "green" Web page to promote understanding of the green economy. LMID's "green" Web page includes an index that lists and links to 65+ green articles and reports available on the web. Our goal is to create a brief "digest" for each study. There are currently 18 green digests on the Web page, with 6 ready to be posted. The web page is updated every week when newly completed digests and other new information are added. (At the time the minutes are being finalized the number of digests is more than double those referenced in the minutes.)

Bonnie encouraged the audience to participate in adding value to and expanding the green digests by assisting with reading, analyzing and summarizing green articles and reports for posting on the Web. Blank analysis templates can be retrieved at: http://www.labormarketinfo.edd.ca.gov/?pageid=1032

The State of Washington has a law that mandates their labor market information staff to assess the number of green jobs in the State by conducting a survey. Washington has shared this information with LMID, and it will be posted on the web page. California's Green Jobs Coalition has also shared information with LMID. Several groups at the state and national levels have expressed interest in working with LMID on our green research project.

Bonnie pointed out that LMID staff has developed a definition of green that applies the definition to the GREEN acronym:

Generating renewable energy
Recycling existing materials
Energy efficiency product manufacturing and installation
Education and awareness

Natural and sustainable product manufacturing

LMID plans to conduct a green survey as well. Bonnie shared an example of a green survey and solicited Advisory Group input to help us focus our survey.

Bonnie: Which employers would we work with? What would the Advisory Group like to get out of this green project?

Beverly: One of the problems is that there is not an energy policy. Look at other places (e.g., other countries) to see what they are doing. LMID should include international literature in its green digest. (International studies are included.)

Frank: mentioned AB 32 and the Greenhouse Reduction Team having implemented a plan listing immediate issues, opportunities and challenges and how we could enhance perspectives of ARB and AB 32 to create new jobs.)

Richard: LMID might want to Link to other green studies. (See the green web page that does just that.)

Christina: Differentiate (in surveys and to employers) businesses with green values versus businesses with green careers. Define green to avoid confusion and/or misinterpretation.

Joe: A drycleaner near his residence uses non-toxic chemicals. This goes back to: Is this a green value or a green career?

Steve: How do we approach this green project scope-wise if we have limited resources but want a big target? We might be able to learn from Washington.

Frank: (Studies have projected which industries will be greener by looking at current gas emissions.) LMID should do a Web link to ARB and look at more mature research by ARB to analyze impact on job opportunities and the economy. All industries will be impacted. LMID should look at the trickle-down impact of job training programs.

Christina: The answer comes down to what California values.

Bonnie thanked everyone for participating in the green project discussion and stated that there will be more discussion to come.

Lori: The Economic Strategy Panel is conducting a forum in the next few months regarding the impact of the green economy. There is a high demand for workers in the green economy (e.g., solar energy, solar production, manufacturing and production, project management, installation, etc.,) but these workers are hard to find. (She also mentioned something about the Apollo Alliance posting information about what cities are doing.)

Janet Peters: Her goal is to develop a searchable database for all reports, get started on research, and apply SOC codes to the occupations that we identify.

Wrap Up/Closing Comments/Next Agenda:

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Parking	Don't turn off the lights after lunch
Good updates	
Mapping presentation	
Good information	

Next Meeting: October 23, 2008

Agenda items will include:

- Economic update
- ARB Scoping Plan AB32
- ESP Regional Profiles (Janet Maglinte.)
- Regional clusters of opportunity (Lori Kurosaka and/or Janet Maglinte, with Joe Darin and LMID staff participation.)
- Update on ESP green economy monograph and regional forums (Lori Kurosaka and/or Janet Maglinte)
- Learning labs report (Someone from a local One Stop?)

Meeting adjourned – 3:09 p.m.